



Town of Medway
Economic Development Committee Minutes
November 21, 2019 at 7:00 p.m.
Medway Town Hall
155 Village Street
Medway, MA 02053

MEMBERS PRESENT:

Keith Peden, Chair, Zach Knowlton, Vice Chair, Rich Di Iulio, Jennifer Kendall, Cassandra McKenzie, Mark Schultz

MEMBERS ABSENT: none

ALSO PRESENT:

Barbara J. Saint Andre, Director, Community and Economic Development
Katherine Mitchell, Recording Secretary

Chairman Peden opened the meeting at 7:00 p.m.

Chairman Peden thanked attendees.

Two new members of the committee were introduced, Cassandra McKenzie and Mark Schultz. Jennifer Kendall will continue through December. There are several candidates for this open position.

Brief introductions were conducted by all members of the Committee.

New Business

The Committee reviewed a document including the committee's Vision Statement, Mission Statement, Long Term Goals, and Potential Short-Term Tactical Steps for 2020. Chair Peden requested suggestions on the long-term goals of the committee. Mr. Knowlton mentioned comparing Medway's commercial tax base percentage to other towns in the area to see if the growth is obtainable. The Chairman asked Ms. Saint Andre to bring this information to the next meeting.

The Chairman went on to review the short-term tactical steps. Review further options and discuss in the next meeting.

The Chairman discussed the Route 109 Ribbon Cutting and agreed it went well. He stated that State Representatives were at the event as well as local representatives and business owners within the town.

Along the lines of this event, Chair Peden suggested hosting an “October Fest”. Mr. Di Iulio thought this would be a successful event if they can get the business community involved. Chair Peden is going to review other towns who have successfully held this type of event. He pointed out assistance by the Cultural Council would be beneficial to involve art and culture into the event. He noted the importance and helpfulness of committees assisting each other and having representatives from the Economic Development Committee present at other committee’s meetings.

Oak Grove - Barbara Saint Andre

Ms. Saint Andre gave a brief overview of the Oak Grove project. She noted the Oak Grove zoning passed on Monday night and thanked members for their involvement.

Use of Economic Data- Zach Knowlton

Mr. Knowlton discussed researching the most effective way to approach businesses and developers. He suggested crafting emails for Ms. Saint Andre to use when reaching out to lease owners. He noted emails are more likely to be reviewed when coming directly from the Town of Medway. He also requested providing more frequent and accurate data regarding statistics of the Town to paint a story of Medway, to attract more people to the Town.

The Chair requested Mr. Knowlton and Mr. Schultz connect on this data and bring forward information collected to the next meeting.

Cultural - Jennifer Kendall

Funding for the Cultural Committee is around \$6,000 on an annual basis. Ms. Kendall reminded the Committee Art Week is May 1st to May 10th.

Chair Peden questioned how the Makerspace could improve. Ms. Kendall stated more space and artistic tools. The Chair mentioned the community having many skills and the Town should utilize the community’s expertise. Mr. Di Iulio mentioned the occupation of the townspeople on the yearly census. The Chair asked Ms. Saint Andre to see if this data could be obtained. Ms. Kendall will research how this information could be beneficial.

Chair Peden stated he would update goals and review at the next meeting.

Minutes Approval September 19, 2019

On a motion made by Rich Di Iulio; seconded by Cassandra McKenzie, the Medway Economic Development board voted 6-0 to approve the minutes of September 19, 2019 as presented.

Next meeting December 19, 2019

On a motion made by Rich Di Iulio; seconded by Mark Schultz, the Economic Development Committee voted unanimously to adjourn at 8:28 p.m.

Respectfully submitted,

Katherine Mitchell, Recording Secretary

List of Documents Reviewed at the Meeting

1. Vision and Mission Statement Document

Medway Economic Development Committee

March, 2019

Vision Statement:

To facilitate planned economic growth to reduce the escalating impact of supporting the community and its infrastructure by the residential tax payer.

Mission Statement:

To be a positive advocate for planned economic growth in Medway by being a proactive Committee that provides energy and focus on the topic and engages all stakeholders in the discussion.

Long Term Goals:

1. Grow Medway's commercial tax base from the current 25% in 2019 to 35% in 2029.
2. Work to eliminate bottlenecks in the permitting process and become known as a business friendly community.
3. Engage the community in the discussion by enhancing the EDC website and communicating directly with other town committees.
4. Identify funding sources that can be applied to the community's economic development.

Potential Short Term Tactical Steps for 2019:

1. Collaborate with other Medway town committees and the business community to support efforts to grow Medway's economic base (i.e. Oak Grove project, Cultural Council, Medway Business Council).
2. Develop a slate of events that would draw people to Medway and stimulate the growth of our local Medway businesses (i.e. Route 109 ribbon cutting event etc.).
3. Work with our Medway Communications Director to develop an integrated communications plan that supports community engagement while marketing Medway as an attractive place to live and do business.
4. Be present at key Medway town government activities as a way to hear the voice of our citizens and to gain a directional indication of future needs of the community and its willingness to embrace economic development (change).
5. Support the development of the Makers Space to be a well spring of activity and energy by providing access to the expertise of capable individuals that reside in our community.
6. Collaborate with the Planning and Economic Development Board and Assessors Department to systematically review parcels of land that could be developed to support the economic growth of our community.